#### 2025 SOCIAL PARTNERSHIP KIT

# LADY Styles





#### ORIGIN STORY

## WHY WE EXIST

Authored by and for women, *Lady Outdoor LifeStyles Magazine* celebrates the contributions of modern women in shooting sports and related outdoor lifestyles. As the only female-focused publication dedicated to educating and empowering women in the firearms community, we uplift beginner and expert firearms enthusiasts, conservationists, and countryside wanderers. Our cross-disciplinary content shares here-and-now knowledge, gear, apparel, beauty, wellness, culinary, and personal narratives from everyday women worldwide.



**We're** the *only* female-authored and female-focused magazine of its kind headquartered in the United States.

We're a fast-growing community of gun-savvy and outdoorsy women.
We're seasoned researchers, reporters, and writers of authentic stories that speak to today's firearm and in-the-field female.
We're rebranding and growing our editorial offerings across

We've got the right audience. You've got the products they love.

firearms, apparel, wellness, and beauty sectors.

#### APPETITE FOR OUTDOOR ADVENTURE

# INDUSTRY APPEAL



**95% Female:** Age 25–65 (core: 30–55)

**Lifestyle:** Outdoor enthusiasts, firearm owners, recreational and competitive shooters, moms, veterans, law enforcement, homesteaders **Location:** Primarily urban and suburban across the United States with

emerging audiences in the United Kingdom and Canada

**Platforms:** Instagram (2.2K+) and Facebook (3.9K+) with new collaborative opportunities available on LinkedIn and Pinterest

## AUDIENCES

# WHYPARTNER IN OUR PRIME

Your brand has a rare opportunity to:

Become one of our first featured sponsors during this relaunch period

Ride the wave of our brand-new site redesign and holiday publishing strategy

Stand out as an early champion of women voices in the firearms and lifestyle industries

Receive custom creative placements while our rates are still accessible



## TIERS + RATES

#### Tier 1: The Quick Draw | \$250

For brands getting their feet wet in this space.

1 IG Post, 1 IG Story Tag, Newsletter Mention (75 words) in partner's chosen month

#### Tier 2: The Sharpshooter | \$500

For brands ready to make precision impact.

2 IG Posts, 2 IG Story Tags, 1 Blog Feature (250–350 words), Newsletter Mention (100 words) in partner's chosen months

#### Tier 3: The Range Queen | \$750

For brands with serious aim in the industry.

3 IG Posts, 3 IG Story Tags, Newsletter Feature (200 words + image), Dedicated Blog Article (500 words), Site Sidebar Ad for 30 days in partner's chosen months

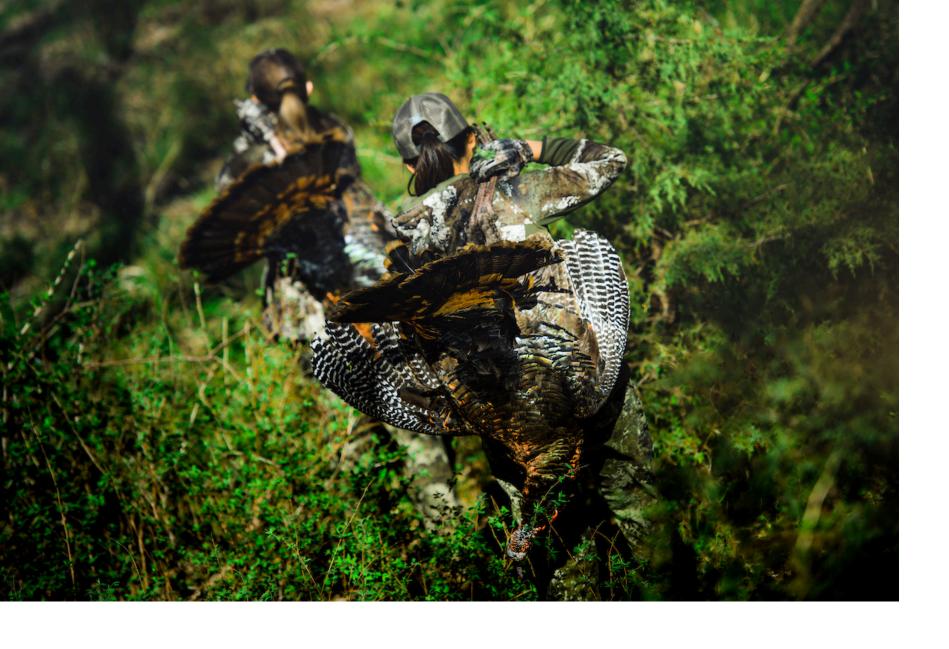
#### Tier 4: The Ballistic Elite | \$1,250+

High-caliber page with fully integrated campaign.

All of Tier 3 + collaborative product shoot, partner spotlight video, and priority placement across channels in partner's chosen month

Bundles are customizable. Payment plans available.





Partner with us in Q4 for bonus benefits: **Gift Guide inclusion** in print + digital issues **"12 Days of Lady Outdoors"** social campaign participation with giveaway or discount options **Optional IG reel collaboration** on holiday traditions + outdoor family adventures

### HOLIDAY ACTIVATION PERKS



A tactical gear manufacturer, outdoor fashion brand, or wellness company for rugged women? We connect our readers and followers to it all. *Lady Outdoor LifeStyles Magazine* offers a growing platform to connect with our real, loyal, and likeminded audience. **Contact:** marketing@ladyshooterlife.net

## LET'S AIM FOR INTENTIONAL ADVENTURE TOGETHER

### THANKYOU